



TRADE SHOW OPPORTUNITY

H O F E X 2 0 0 4

H O N G K O N G

Venue: HOFEX 2004 will be held in the Hong Kong Convention and Exhibition Centre in the heart of Hong Kong Island.

Dates: Feb. 10-13, 2004



Market: Hong Kong has a population of 6.8 million and per capita gross domestic product of over \$24,000, the second-highest in Asia. Hong Kong's demand for high-quality foods, strategic location near mainland China, modern infrastructure and extensive port handling facilities continue to make it an exciting and viable market for U.S. agricultural exports. Hong Kong is also a major tourist attraction, and many U.S. suppliers could benefit from the grand opening of the Hong Kong Disney World, scheduled for the near future.

Best Market Prospects: Beverages (nonalcoholic), canned and processed foods, confectioneries, dairy products, food ingredients, fresh produce, frozen and chilled foods, gourmet foods, health foods, meats and poultry, seafood, snack foods, wines, spirits and beers

Booth Space: The USA Pavilion offers:

- 1) Full booth design and construction
- 2) Free listing and photo entry in the U.S. section of the Advanced Buyers Guide
- 3) Free listing and photo entry in the Show Directory and U.S. Pavilion Directory
- 4) Access to the U.S. business lounge
- 5) Free exhibitor passes and 100 visitor tickets
- 6) Daily booth cleaning



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